

## CONSUMER SPENDING PATTERNS

Prepared For: City of Morgan Hills Redevelopment

Project Code:

Order #: 962344620

Type: Radius  
Coord: 37.1315 -121.6338

E DUNNE AVE AT US HWY 101  
MORGAN HILL, CA 95037

Site: 01

### 1.00 Mile Radius

	Annual Average Household	Weekly Aggregate	Weekly Per Capita	Weekly Average Household	Market Index
<b>Grocery and Other Misc. Exp.:</b>					
Total Food Expenses	11,988.92	561,763	72.36	230.56	1.35
<b>Food at Home</b>	5,889.00	275,940	35.54	113.25	1.27
Cereal Products	335.55	15,723	2.03	6.45	1.29
Bakery Products	650.86	30,497	3.93	12.52	1.26
Meats	665.75	31,195	4.02	12.80	1.15
Poultry	384.00	17,993	2.32	7.38	1.31
Seafood	138.10	6,471	0.83	2.66	1.45
Dairy Products	672.23	31,498	4.06	12.93	1.29
Fruits and Vegetables	741.25	34,733	4.47	14.25	1.36
Juices	195.12	9,143	1.18	3.75	1.41
Sugar and Other Sweets	398.67	18,680	2.41	7.67	1.20
Fats and Oils	55.08	2,581	0.33	1.06	1.25
Nonalcoholic Beverages	720.03	33,738	4.35	13.85	1.21
Prepared Foods	932.38	43,688	5.63	17.93	1.29
<b>Other Misc. Expenses:</b>					
Housekeeping Supplies	381.38	17,870	2.30	7.33	1.25
Food away from Home	6,099.91	285,823	36.82	117.31	1.44
Alcoholic Beverages at Home	979.24	45,884	5.91	18.83	1.41
Alcoholic Beverages away from Home	1,211.47	56,766	7.31	23.30	1.58
Over the Counter Drugs	205.56	9,632	1.24	3.95	1.10

The data contained on this page of Consumer Spending Patterns (CSP) are from Claritas' Consumer Buying Power database, derived using information from the Consumer Expenditure Survey (CES), which is conducted by the Bureau of Labor Statistics.

The "Per Capita" data presented on this page is the weekly "Aggregate" divided by the Population in Households for the area. The "Average Household" is the weekly aggregate divided by the total number of households. The "Annual Average Household Expenditure" reflects our estimate of annual expenditures for all households and college group quarters population in a geography, divided by the number of households in a geography. Average HH and per capita expenditures may be higher than expected in geographies with large concentrations of college group quarters expenditures.

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### 1.00 Mile Radius

	Annual Aggregate (\$000s)	Annual Per Capita	Annual Average Household	Weekly Average Household	Market Index
<b>Misc Personal Items:</b>					
Smoking Prods/Supplies	1,586	204	651	12.52	0.86
Personal Care Products and Services	2,705	348	1,110	21.35	1.35
<b>Household Equipment:</b>					
Household Textiles	2,246	289	922	17.73	1.77
Furniture	3,012	388	1,236	23.77	1.89
Floor Coverings	219	28	90	1.73	2.20
Major Appliances	1,309	169	537	10.33	1.60
Small Appliance/Houseware	2,591	334	1,063	20.44	1.72
Misc Household Equipment	1,674	216	687	13.21	1.43
Home Computer Software/Access	152	20	62	1.19	1.82
Home Computer Hardware	1,223	157	502	9.65	1.82
<b>Apparel:</b>					
Women's Apparel	4,794	618	1,967	37.83	1.60
Men's Apparel	3,130	403	1,285	24.71	1.66
Girl's Apparel	1,181	152	485	9.33	1.85
Boy's Apparel	962	124	395	7.60	1.76
Infant's Apparel	467	60	192	3.69	1.57
Footwear	1,631	210	669	12.87	1.57
Other Apparel Prods/Services	4,219	543	1,731	33.29	1.73
<b>Entertainment:</b>					
Sports and Recreation	5,082	655	2,086	40.12	1.78
TV, Radio and Sound Equipment	5,684	732	2,333	44.87	1.59
Reading Materials	1,917	247	787	15.13	1.51
Travel	6,338	816	2,601	50.02	1.91
Photographic Equipment	723	93	297	5.71	1.66
<b>Shelter and Related Expenses:</b>					
Household Services	2,339	301	960	18.46	2.00
Household Repairs	4,290	553	1,760	33.85	1.79
Fuels	315	41	129	2.48	0.97
Telephone Service	2,219	286	911	17.52	1.32
Room and Board	330	43	135	2.60	1.53
Lodging away from Home	1,147	148	471	9.06	1.79



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### 1.00 Mile Radius

	Annual Aggregate (\$000s)	Annual Per Capita	Annual Average Household	Weekly Average Household	Market Index
<b>Transportation Expenses:</b>					
New Autos/Trucks/Vans	10,609	1,367	4,354	83.73	1.84
Used Vehicles	7,091	913	2,910	55.96	1.46
Gasoline	3,173	409	1,302	25.04	1.18
Motoroil	102	13	42	0.81	1.40
Automotive Maintain/Repair	5,858	755	2,404	46.23	1.54
Rented Vehicles	634	82	260	5.00	1.66
<b>Health Care:</b>					
Medical Services	4,713	607	1,934	37.19	1.55
Prescription Drugs/Meds	3,023	389	1,241	23.87	0.98
Medical Supplies	482	62	198	3.81	1.38
<b>Miscellaneous Items:</b>					
Tuition/School Supplies	3,621	466	1,486	28.58	1.53
Pet Expenses	996	128	409	7.87	1.46
Day Care	1,226	158	503	9.67	1.87
Cash Contributions	6,881	886	2,824	54.31	1.77

The data contained on pages 2 and 3 of Consumer Spending Patterns are from Claritas' Consumer Buying Power database, derived using information from the Consumer Expenditure Survey (CES).

For pages 2 and 3, the "Weekly Average Household Expenditure" is obtained by dividing the "Annual Average Household Expenditure" by 52. The "Annual Aggregate" is used to obtain the "Per Capita" and the "Average Household" data by dividing the aggregate by the corresponding total household population and total households, respectively. Each market index value shown on pages 2 and 3 is the ratio of the Annual Average Household Expenditures (AAHE) for the geography for which this report is being produced, compared to the "AAHE" for the U.S.

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### 3.00 Mile Radius

	Annual Average Household	Weekly Aggregate	Weekly Per Capita	Weekly Average Household	Market Index
<b>Grocery and Other Misc. Exp.:</b>					
Total Food Expenses	12,911.56	3,225,422	79.18	248.30	1.45
<b>Food at Home</b>					
Cereal Products	6,077.34	1,518,174	37.27	116.87	1.31
Bakery Products	339.47	84,803	2.08	6.53	1.31
Meats	682.66	170,535	4.19	13.13	1.32
Poultry	672.35	167,958	4.12	12.93	1.16
Seafood	392.05	97,939	2.40	7.54	1.33
Dairy Products	145.67	36,391	0.89	2.80	1.53
Fruits and Vegetables	686.52	171,499	4.21	13.20	1.32
Juices	776.13	193,883	4.76	14.93	1.42
Sugar and Other Sweets	202.34	50,547	1.24	3.89	1.47
Fats and Oils	415.17	103,714	2.55	7.98	1.25
Nonalcoholic Beverages	55.66	13,904	0.34	1.07	1.26
Prepared Foods	737.86	184,324	4.52	14.19	1.24
	971.45	242,677	5.96	18.68	1.35
<b>Other Misc. Expenses:</b>					
Housekeeping Supplies	403.25	100,734	2.47	7.75	1.32
Food away from Home	6,834.22	1,707,248	41.91	131.43	1.61
Alcoholic Beverages at Home	1,131.80	282,734	6.94	21.77	1.63
Alcoholic Beverages away from Home	1,414.06	353,245	8.67	27.19	1.85
Over the Counter Drugs	219.16	54,749	1.34	4.21	1.17

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### 3.00 Mile Radius

	Annual Aggregate (\$000s)	Annual Per Capita	Annual Average Household	Weekly Average Household	Market Index
<b>Misc Personal Items:</b>					
Smoking Prods/Supplies	8,121	199	625	12.02	0.83
Personal Care Products and Services	16,054	394	1,236	23.77	1.51
<b>Household Equipment:</b>					
Household Textiles	14,922	366	1,149	22.10	2.21
Furniture	20,304	498	1,563	30.06	2.39
Floor Coverings	1,565	38	120	2.31	2.93
Major Appliances	8,561	210	659	12.67	1.96
Small Appliance/Houseware	17,293	424	1,331	25.60	2.15
Misc Household Equipment	10,722	263	825	15.87	1.71
Home Computer Software/Access	998	24	77	1.48	2.26
Home Computer Hardware	8,149	200	627	12.06	2.27
<b>Apparel:</b>					
Women's Apparel	30,617	752	2,357	45.33	1.92
Men's Apparel	20,098	493	1,547	29.75	1.99
Girl's Apparel	7,032	173	541	10.40	2.06
Boy's Apparel	5,707	140	439	8.44	1.96
Infant's Apparel	2,739	67	211	4.06	1.73
Footwear	9,942	244	765	14.71	1.80
Other Apparel Prods/Services	27,977	687	2,154	41.42	2.15
<b>Entertainment:</b>					
Sports and Recreation	32,888	807	2,532	48.69	2.16
TV, Radio and Sound Equipment	36,376	893	2,800	53.85	1.91
Reading Materials	12,436	305	957	18.40	1.83
Travel	41,113	1,009	3,165	60.87	2.32
Photographic Equipment	4,684	115	361	6.94	2.02
<b>Shelter and Related Expenses:</b>					
Household Services	15,350	377	1,182	22.73	2.47
Household Repairs	29,209	717	2,249	43.25	2.29
Fuels	1,955	48	150	2.88	1.13
Telephone Service	13,645	335	1,050	20.19	1.52
Room and Board	2,191	54	169	3.25	1.92
Lodging away from Home	7,564	186	582	11.19	2.21



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	Annual Aggregate (\$000s)	Annual Per Capita	Annual Average Household	Weekly Average Household	Market Index
<b>Transportation Expenses:</b>					
New Autos/Trucks/Vans	70,464	1,730	5,424	104.31	2.29
Used Vehicles	49,839	1,223	3,837	73.79	1.92
Gasoline	18,359	451	1,413	27.17	1.28
Motoroil	664	16	51	0.98	1.70
Automotive Maintain/Repair	37,723	926	2,904	55.85	1.86
Rented Vehicles	4,230	104	326	6.27	2.08
<b>Health Care:</b>					
Medical Services	30,483	748	2,347	45.13	1.88
Prescription Drugs/Meds	18,890	464	1,454	27.96	1.15
Medical Supplies	3,006	74	231	4.44	1.60
<b>Miscellaneous Items:</b>					
Tuition/School Supplies	23,630	580	1,819	34.98	1.87
Pet Expenses	6,212	152	478	9.19	1.70
Day Care	7,726	190	595	11.44	2.21
Cash Contributions	46,182	1,134	3,555	68.37	2.22

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### 5.00 Mile Radius

	Annual Average Household	Weekly Aggregate	Weekly Per Capita	Weekly Average Household	Market Index
<b>Grocery and Other Misc. Exp.:</b>					
Total Food Expenses	12,911.09	3,742,142	78.65	248.29	1.45
<b>Food at Home</b>					
Cereal Products	6,096.12	1,766,895	37.13	117.23	1.31
Bakery Products	340.26	98,620	2.07	6.54	1.31
Meats	684.37	198,359	4.17	13.16	1.32
Poultry	677.05	196,236	4.12	13.02	1.17
Seafood	393.77	114,130	2.40	7.57	1.34
Dairy Products	146.02	42,322	0.89	2.81	1.54
Fruits and Vegetables	688.34	199,507	4.19	13.24	1.32
Juices	778.75	225,713	4.74	14.98	1.43
Sugar and Other Sweets	202.59	58,718	1.23	3.90	1.47
Fats and Oils	416.41	120,693	2.54	8.01	1.25
Nonalcoholic Beverages	55.92	16,208	0.34	1.08	1.26
Prepared Foods	740.51	214,630	4.51	14.24	1.24
	972.12	281,758	5.92	18.69	1.35
<b>Other Misc. Expenses:</b>					
Housekeeping Supplies	404.08	117,118	2.46	7.77	1.32
Food away from Home	6,814.97	1,975,247	41.51	131.06	1.61
Alcoholic Beverages at Home	1,128.93	327,207	6.88	21.71	1.62
Alcoholic Beverages away from Home	1,407.20	407,863	8.57	27.06	1.84
Over the Counter Drugs	220.27	63,842	1.34	4.24	1.17

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### 5.00 Mile Radius

	Annual Aggregate (\$000s)	Annual Per Capita	Annual Average Household	Weekly Average Household	Market Index
<b>Misc Personal Items:</b>					
Smoking Prods/Supplies	9,394	197	623	11.98	0.83
Personal Care Products and Services	18,588	391	1,233	23.71	1.50
<b>Household Equipment:</b>					
Household Textiles	17,250	363	1,145	22.02	2.20
Furniture	23,459	493	1,557	29.94	2.38
Floor Coverings	1,805	38	120	2.31	2.93
Major Appliances	9,899	208	657	12.63	1.96
Small Appliance/Houseware	20,037	421	1,329	25.56	2.15
Misc Household Equipment	12,543	264	832	16.00	1.73
Home Computer Software/Access	1,153	24	77	1.48	2.26
Home Computer Hardware	9,415	198	625	12.02	2.26
<b>Apparel:</b>					
Women's Apparel	35,469	745	2,353	45.25	1.91
Men's Apparel	23,319	490	1,547	29.75	1.99
Girl's Apparel	8,096	170	537	10.33	2.05
Boy's Apparel	6,570	138	436	8.38	1.95
Infant's Apparel	3,147	66	209	4.02	1.71
Footwear	11,516	242	764	14.69	1.80
Other Apparel Prods/Services	32,325	679	2,145	41.25	2.14
<b>Entertainment:</b>					
Sports and Recreation	37,922	797	2,516	48.38	2.14
TV, Radio and Sound Equipment	42,055	884	2,790	53.65	1.90
Reading Materials	14,343	301	952	18.31	1.82
Travel	47,544	999	3,155	60.67	2.31
Photographic Equipment	5,409	114	359	6.90	2.01
<b>Shelter and Related Expenses:</b>					
Household Services	17,498	368	1,161	22.33	2.42
Household Repairs	33,755	709	2,240	43.08	2.28
Fuels	2,268	48	150	2.88	1.13
Telephone Service	15,840	333	1,051	20.21	1.52
Room and Board	2,537	53	168	3.23	1.91
Lodging away from Home	8,756	184	581	11.17	2.21





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<b>Transportation Expenses:</b>					
New Autos/Trucks/Vans	82,070	1,725	5,445	104.71	2.30
Used Vehicles	60,424	1,270	4,009	77.10	2.01
Gasoline	21,738	457	1,442	27.73	1.30
Motoroil	790	17	52	1.00	1.73
Automotive Maintain/Repair	44,006	925	2,920	56.15	1.87
Rented Vehicles	4,840	102	321	6.17	2.04
<b>Health Care:</b>					
Medical Services	35,316	742	2,343	45.06	1.88
Prescription Drugs/Meds	22,032	463	1,462	28.12	1.15
Medical Supplies	3,480	73	231	4.44	1.60
<b>Miscellaneous Items:</b>					
Tuition/School Supplies	27,268	573	1,809	34.79	1.86
Pet Expenses	7,275	153	483	9.29	1.72
Day Care	8,862	186	588	11.31	2.19
Cash Contributions	53,390	1,122	3,542	68.12	2.22

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